R.J. Reynolds Tobacco Company

T. J. FITZIN
REGION BUSINESS MANAGER
227-A South Street
Hopkinton, MA 01748
PH: 508/435-8613
Fax: 508/435-8591

February 13, 1995

TO: BOSTON R.O.U.
NEW YORK METRO R.O.U.
PHILADELPHIA R.O.U.
HARTFORD R.O.U.
BUFFALO R.O.U.

FOR: DISSEMINATION TO ALL SALES REPRESENTATIVES WITH CUMBERLAND FARMS STORES (excluding Florida)
CID # 0107 00 00

RE: BASE WINSTON / WINSTON SELECT PRICE REDUCTION -- CUMBERLAND FARMS

Ladies and Gentlemen:

- Beginning the week of February 27, Cumberland Farms will reduce the retail price of Basic Winston and Winston Select .40¢ per pack.
- All Winston and Select product will be delivered to the stores with .40¢-off stickers affixed to all packs.
- End date of the promotion will be dependent on depletion of available stickered product. However, it is expected that product quantities should last 4-6 weeks.
- To maximize consumer awareness for this promotion, please utilize all available resources to advertise/price communicate this price reduction.
- Existing platforms; i.e., PCD/System III Promo Units/Temporary Displays, OPM display section, should be used to merchandise the promoted product.
- In an effort to ensure effective implementation of the program, please contact your Cumberland Farms stores as close to the start date as possible.
- For your information, all payments for this program will be made at headquarters; as a result, no action by RJR with regards to buying down product at store level should be taken.
- Additionally, this program applies to all stores. No exception stores have been designated for this promotion.
- In the event you encounter any problems or have any questions, please contact me.
- Your cooperation and follow-through regarding the above is appreciated.

Sincerely,

J. L. Merusi

JLM/nsk

c: R. F. Kane
Division Managers

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Source: https://www.industrydocuments.ucsf.edu/docs/xyln0000